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TO: David Dangoor

DATE: December 19, 1991

FROM: Steve Vasquez

SUBJECT: CAMBRIDGE BOWLING PARTICIPATION

Last week, I had the opportunity to attend the Cambridge Bowling Championship in Reno. I got an even better appreciation of what fine job Leo and his group has done in building equity for Cambridge over the last three years. This has convinced me more than ever that we should continue with Cambridge Bowling in 1992!

As we continue to search for efficient and productive ways to differentiate Cambridge from other discount brands, the program makes more sense. In lengthy discussions recently held with the Bowling Proprietors Assn., we received strong commitment for continued support of Cambridge. Based upon our continued funding of a program in 1992, they expressed unqualified support for product displays and permanent signage in 3,300 bowling centers. Cambridge would be provided year round visibility and availability in a smoker friendly environment. An environment in which smoker incidence is over 40%.

I have attached a summary of the '92 proposed program. At your earliest convenience, I would like to discuss restoring funding for this program to the Cambridge marketing budget.

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